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## THE CARIBBEAN TOURISM ORGANIZATION JOINS FORCES WITH VOLLEYBALL VACATIONS TO BRING CHAMPIONSHIP VOLLEYBALL AND CELEBRITY ATHLETES TO TURKS & CAICOS, NOVEMBER 7-21, 2009

NEW YORK, November 3, 2009 – For the third consecutive year, the Caribbean Tourism Organization (CTO), will bring championship volleyball to the Caribbean, showcasing the skills of Olympic and pro players and coaches during *GObeachfest* 2009. Organized by Volleyball Vacations, *GObeachfest* will take place at Club Med Turkoise located in Providenciales, Turks & Caicos, from November 7-21. The star-studded matches will feature Olympic champions including 2008 Olympic Gold Medalist Phil Dalhausser and 2008 Olympian Sean Rosenthal.

“Beach volleyball is a popular sport in the Caribbean and we are ecstatic to host such high caliber volleyball players in our Region,” said Sylma Brown, Director of Marketing (Ag.) of the Caribbean Tourism Organization. “The sports tourism industry has been a driving factor in boosting arrivals to the Caribbean, so we’d like to continue to host key events such as this to support the interests of these travelers.”

*GObeachfest* is designed as a full athletic retreat and destination vacation targeting sports enthusiasts who want to train and network with pro athletes. The event will offer all of the amenities of a beach resort vacation with the addition of world-class athletic training and socializing with people of similar interests. Pro athletes from many disciplines and backgrounds will offer daily training sessions to attendees in addition to participating in the volleyball tournaments.

“The goal is to provide our participants with the opportunity to meet new friends from all over the world in a beautiful setting,” said Albert Hannemann, founder and CEO of Volleyball Vacations and *GObeachfest*. “This itinerary is not just for volleyball enthusiasts, but also for anyone who wants to learn sports from the best coaches in the world and enjoy theme parties, world class DJ's and listen to live bands during the action-packed nightly entertainment.”

### The 2009 *GObeachfest* will feature the following pro athletes and trainers:

**Albert Hannemann** - Director of the 2009 AVP VIP Fan Experience, Director of the AVP Juniors Camps and Clinics, Olympic Festival Gold Medalist and founder and CEO of Volleyball Vacations and *GObeachfest*

**Kim Lyons** – Celebrity Trainer, Fitness Pro, Celebrity Trainer on NBC's “The Biggest Loser,” Author *Your Body, Your Life*

**Matt Olson** – Association of Volleyball Professionals (AVP) Pro, winner of the 2008 Belmar, NJ AVP Open, 2x National Club Champion at UofA, Ranked 4<sup>th</sup> on the AVP tour

**Sean Rosenthal, 2008 Olympian** - AVP Tour Champion, AVP Best Defensive Player, FIVB Top Rookie, AVP Best Server

**Gunter Schlierkamp** – Mr. Universe, Bodybuilding Pro, Professional bodybuilder, Actor and Fitness Celebrity

**Francisco Escudero** - Sky Banditz Kite-boarding Pro, Founder SkyBAnditz Kite-boarding Center, Florida Kitesurfing Association North Miami Beach

**Eric 'T-Bones' Masson** – Beach Volleyball Pro, Level 3 Certified Coach in Canada, Level 2-3 Master Leaning Facilitation, Olympic team Canada Coach on the FIVB World Tour

**Sin Jin Smith** – AVP Legend, Beach Volleyball Pro, original "King of the Beach", 11 international & World Championships, 1<sup>st</sup> Player to reach 100 career open victories, 1<sup>st</sup> US team to qualify for the 1996 Atlanta Olympics, UCLA Sports Hall of Fame

**Tarin Keith** - Association of Volleyball Professionals (AVP) Pro, Owner of Visionary Essence

**TY Loomis** - Association of Volleyball Professionals (AVP) Pro, 2009 AVP Crocs Tour Champion, Australian Pro Tour Champion

Turks & Caicos is an easily accessible Caribbean destination. Flights are offered from major cities including Atlanta, Boston, Miami, Newark, and New York City. For additional information, please visit [www.Gobeachfest.com](http://www.Gobeachfest.com). For more information about the Caribbean Tourism Organization, please visit [www.onecaribbean.org](http://www.onecaribbean.org).

#### **About the Caribbean Tourism Organization**

The Caribbean Tourism Organization (CTO), with the headquarters in Barbados and marketing operations in New York, London and Toronto, is the Caribbean's tourism development agency and comprises membership of over 30 governments and a myriad of private sector entities.

The CTO's mission is to provide to and through its members, the services and information needed for the development of sustainable tourism for the economic and social benefit of the Caribbean people. The organization provides specialized support and technical assistance to member countries in the areas of marketing, human resource development, research and statistics, information technology and sustainable tourism development. The CTO disseminates information on behalf of its member governments to consumers and the travel trade.

The CTO's New York office is located at 80 Broad St., 32nd Floor, New York, NY 10004, USA: Tel: (212) 635-9530; Fax: (212) 635-9511; E-mail: [ctony@caribtourism.com](mailto:ctony@caribtourism.com); CTO's London office is located at The Quadrant, Richmond, Surrey TW9 1BP, England. Tel: 011 44 208 948 0057; Fax: 011 44 208 948 0067; E-mail: [ctolondon@caribtourism.com](mailto:ctolondon@caribtourism.com); CTO Canada is located at 2 Bloor Street West, Suite 2601, Toronto, Ont. M4W 3E2, Canada. Tel: (416) 935 0767; Fax: (416) 935-0939; E-mail: [ctotoronto@caribtourism.com](mailto:ctotoronto@caribtourism.com). CTO Headquarters is located at One Financial Place, Collymore Rock, St. Michael, Barbados; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: [ctobarbados@caribtourism.com](mailto:ctobarbados@caribtourism.com). For more information, please visit [www.caribbeantravel.com](http://www.caribbeantravel.com) or [www.onecaribbean.org](http://www.onecaribbean.org). Get the latest CTO updates on Twitter at <http://www.twitter.com/ctotourism>. Connect with CTO on Facebook at <http://www.facebook.com/CaribbeanTourismOrganization>.

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**THE CARIBBEAN RETURNS TO CANADA THIS FALL DURING THIRD ANNUAL CARIBBEAN  
WEEK, OCTOBER 23 – NOVEMBER 1, 2009**

*Montreal and Toronto Play Host to Country Leaders, Chefs, Entertainers and More*

TORONTO, September 15, 2009 – Canadians will find a taste of the Caribbean in Toronto and Montreal this fall when **Caribbean Week in Canada** ([www.caribbeanweek.ca](http://www.caribbeanweek.ca)) returns for its third year, October 23 – November 1, 2009. Organized by the Caribbean Tourism Organization (CTO), Caribbean Week in Canada brings together influential policy makers, financial leaders, marketing professionals, and tourism industry officials to interact and discuss both tourism and investment opportunities in the region. It also serves to provide a taste of the Caribbean to showcase its diversity and inspire travel.

“We’re thrilled to return to Canada for our third year to show our appreciation to this ever-important tourism market,” said Hugh Riley, secretary general of the Caribbean Tourism Organization (CTO). “This year’s program will engage consumers, the Diaspora community, trade professionals, meeting planners, and media by providing valuable destination information through a number of events in Toronto and Montreal.”

The Caribbean Week in Canada 2009 schedule includes:

**MONTREAL:**

**October 23-25, 2009**

**SITV Show in Montreal:** Known as the largest consumer travel show in Canada, this event will take place at the Place Bonaventure. In 2008, the show attracted over 35,000 visitors. For the first time ever, the CTO will coordinate a Caribbean Pavilion for the Show to highlight the vacation experiences available throughout the Region.

**TORONTO:**

**October 30, 2009**

**Press Conference:** On Friday, October 30 from 10:00 – 11:00 a.m., CTO representatives will brief the media on initiatives the Region is taking to attract tourism from Canada and provide an update on the state of the Caribbean tourism industry. The briefing will be held at the Thompson Landry Gallery in the Distillery District.

**Caribbean Media Marketplace:** From 11:00 a.m. – 12:30 p.m. immediately following the press conference, the media are invited to have one-on-one interactions with tourism officials, hotels, tour operators and airline representatives to gain valuable product information about the Caribbean. Media Marketplace will take place in the Fermenting Cellar in the Distillery District, known as one of the most remarkable venues in Canada.

**Caribbean Awards Luncheon:** Attended by Ministers and Commissioners of Tourism as well as award-winning media and leaders of the travel agency community, this luncheon serves to recognize Canadian-based consumer and trade media that have captured the essence of the Caribbean in their storytelling. It



also honors a member of the travel agent community who has made outstanding contributions to the Region. This ticketed and by invitation only event will be hosted at the Fermenting Cellar in the Distillery District.

**Rum & Rhythm Festival:** In celebration of the Caribbean's award-winning rums, Caribbean Week will feature this second annual event from 6:00 – 9:00 p.m. also at the Fermenting Cellar in Toronto's trendy Distillery District. The ticketed event will include a sampling of premium Caribbean rums and rum cocktails showcased by master distillers, celebrity chefs and mixologists, traditional Caribbean hospitality, musical performances and a silent auction including "one of a kind" vacations to the Caribbean. All guests must be at least 21 years of age.

### **October 31 – November 1, 2009**

**Zoomer Show:** The Zoomer Show is Toronto's first consumer show dedicated to ZOOMERS, the demographic traditionally known as the 50 plus. From 9:00 a.m. – 5:00 p.m. at the Direct Energy Centre, more than 200 exhibitors will offer travel and product information. Also a first for the event will be an on-site Caribbean Pavilion, coordinated on behalf of the CTO. Attendance for this event is expected to be over 20,000 visitors.

For more information on Caribbean Week in Canada 2009 or to purchase tickets for the Rum & Rhythm Festival, visit: [www.caribbeanweek.ca](http://www.caribbeanweek.ca) or call 416-935-0767 to speak to a representative from the Caribbean Tourism Organization. To inquire about the SITV Show, visit [www.sitvcolmar.com/en](http://www.sitvcolmar.com/en); and for details on the Zoomer Show, visit [www.zoomershow.ca](http://www.zoomershow.ca).

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**MEMBERS OF THE CANADIAN MEDIA AND TRAVEL AGENT COMMUNITY HONOURED  
AT THE CARIBBEAN AWARDS LUNCHEON DURING CARIBBEAN WEEK IN CANADA**

TORONTO, Canada, November 2, 2009 – The Caribbean Tourism Organization once again paid tribute to the Canadian media and travel agent community during a special Caribbean Awards Luncheon as part of the third annual Caribbean Week in Canada ([www.caribbeanweek.ca](http://www.caribbeanweek.ca)).

Silvija Smith, a talented travel agent with Beechwood Travel & Cruise, was honoured with the “Andrew R. Parris Award.” The award, affectionately dubbed “The Andy” was named in memory of Mr. Parris and his illustrious career promoting the Caribbean tourism industry in Canada with distinction. The award was presented today at the Fermenting Cellar in Toronto’s historic Distillery District by Dale Pusching, Director of Sales, Canada, for Anguilla in the presence of Mr. Parris’s widow.

“Silvija Smith embodies the spirit of Andy Parris in her dedication to sharing the Caribbean experience with Canadian consumers and the travel industry across the country,” said Hugh Riley, secretary general of the Caribbean Tourism Organization (CTO). “Now more than ever the Caribbean needs advocates such as Silvija Smith and we are so proud of her efforts to raise awareness for our region.”

Silvija Smith was chosen by a panel of industry judges from a pool of applicants nominated by National Tourist Offices across Canada and assessed based on the creativity and innovation of their travel programme. In addition to the award, Silvija Smith was presented with a Caribbean getaway to Puerto Rico with accommodations provided by the Verdanza Hotel.

Tourism officials, Caribbean tourism suppliers and the media were in attendance at the Caribbean Awards Luncheon, where they also recognized some of the leading journalists in the Canadian media. Winners included: Janie Robinson for “Special Delivery Via The Mail Boat” in the *Toronto Star* – Best Newspaper Feature; Mark Stevens for “The Look of Love” in *Dreamscapes* magazine – Best Magazine Feature; Melanie Reffes for “Unspoiled Splendour” in *Canadian Traveller* – Best Trade Feature; Ron & Barbara Kroll for “Barbados Atlantis Submarine Tour” on Krolltravel.com – Best Online Feature; eTalk for “Canada’s Next Top Model in the Bahamas” – Best Broadcast Feature; and Michael DeFreitas for “Bonaire” in *Diver* Magazine – Best Photograph. Mark Stevens was also awarded “Best in Show” for the second consecutive year for his *Dreamscapes* feature. He also received a Caribbean getaway to Puerto Rico and the Verdanza Hotel for his efforts.

Caribbean Week in Canada brings together the most influential policy makers, financial leaders, marketing professionals and tourism industry officials to interact and discuss both tourism and investment opportunities in the region. It also serves to provide a taste of the region to consumers to inspire travel and showcase its diversity. In addition to the Awards Luncheon, a variety of distinctive events highlighting the Caribbean experience took place including a Media Marketplace and Caribbean Rum & Rhythm Festival.

Caribbean Week in Canada culminates October 31 – November 1 with the region's presence at Toronto's Zoomer Show, the city's first-ever consumer show dedicated to the demographic traditionally known as the 50-plus. The on-site Caribbean Pavilion, coordinated on behalf of the CTO, is expected to help the region interact with more than 20,000 visitors. For details on the Zoomer Show, visit [www.zoomershow.ca](http://www.zoomershow.ca).

For more information on Caribbean Week in Canada 2009 visit: [www.caribbeanweek.ca](http://www.caribbeanweek.ca) or call 416-935-0767 to speak to a representative from the Caribbean Tourism Organization.

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[terryg@lhammond.com](mailto:terryg@lhammond.com) / [michelleh@lhammond.com](mailto:michelleh@lhammond.com)**CARIBBEAN TO HONOR TOP TRAVEL AGENT WITH ANDREW R. PARRIS AWARD DURING  
THIRD ANNUAL CARIBBEAN WEEK IN CANADA**

TORONTO, September XX, 2009 – As part of the Caribbean Tourism Organization's (CTO) **Caribbean Week in Canada 2009** ([www.caribbeanweek.ca](http://www.caribbeanweek.ca)) October 23 – November 1, tourism officials, Caribbean tourism suppliers and the media will join in recognizing the contributions of the travel agent community during a special **Caribbean Awards Luncheon**. The travel agent who best exemplifies the qualities of passion and innovation in the field will be honored with the "Andrew R. Parris Award," an award inaugurated in 2008 in honor of the man who for many years represented the Caribbean with distinction in Canada. The Caribbean Awards Luncheon will be held on Friday, October 30 at the Fermenting Room in Toronto's Distillery District.

"Travel agents are the quarterbacks of our industry," says Hugh Riley. "They deliver key messages to travelers and rally the troops in the marketplace about the Caribbean region. It's also an honor to acknowledge Andy, who was truly dedicated to bringing the essence of a Caribbean vacation experience to the travel community across Canada."

Parris (1933-2008) left a legacy of service and professionalism of great significance to attendees of Caribbean Week in Canada. With a career spanning over 40 years in the Caribbean tourism industry, Parris worked diligently to educate, train and motivate travel professionals.

Submissions for this award, created by the CTO and supported by The RMR Group, are open to all IATA, CLIA, and ACTA appointed travel agents in Canada only. Nominations can be made by NTO's, Hoteliers, Tour Operators, Airlines, etc. Nominees will be considered by a panel of judges from the travel and hospitality industry and evaluated for their contributions to the Caribbean tourism industry and commitment to increasing tourism to the region. Submissions can be sent to [cto@voxtm.ca](mailto:cto@voxtm.ca), or via fax at (416) 935-0939, attention Andrew R. Parris Award. The deadline for submissions is Friday, October 2, 2009 at 5:00 p.m. EST; there is no fee for entering and no purchase is necessary.

Caribbean Week in Canada 2009 brings together the most influential policy makers, financial leaders, marketing professionals and tourism industry officials to interact and discuss both tourism and investment opportunities in the region. It also serves to provide a taste of the region to consumers to inspire travel and showcase its diversity. In addition to the Awards Luncheon, a variety of distinctive events highlighting the Caribbean experience will take place including a SITV Show in Montreal, Caribbean Media Marketplace, Rum & Rhythm Festival and a Zoomer Show.

For more information on Caribbean Week in Canada 2009 or to purchase tickets for the Rum & Rhythm Festival, visit: [www.caribbeanweek.ca](http://www.caribbeanweek.ca) or call 416-935-0707 to speak to a representative from the Caribbean Tourism Organization. To inquire about the SITV Show, visit [www.sitvcolmar.com/en](http://www.sitvcolmar.com/en); and for details on the Zoomer Show, visit [www.zoomershow.ca](http://www.zoomershow.ca).

### **SPONSORS**

Sponsors of this year's Caribbean Week in Canada include: Air Canada Vacations, Baxter, Big Bark Graphics, *Dreamscapes*, Occidental Hotels and Resorts, The RMR Group, *Toronto Star* and Travelwatch.

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**TORONTO TO CELEBRATE CARIBBEAN SPIRIT AT 2<sup>nd</sup> ANNUAL RUM & RHYTHM FESTIVAL**

***Vibrant Caribbean Culture, Mixologists, Chefs and Music on Tap;  
Silent Auction to Benefit CTO Foundation***

TORONTO, Canada, October 20, 2009 – The sweet flavour of rum and the pulsating beat of island music will be on full display in Toronto during Caribbean Week in Canada's second annual Caribbean Rum & Rhythm Festival, Friday, October 30 from 6:00p.m.- 9:00pm at the Fermenting Cellar in Toronto's trendy Distillery District. Tickets are now on sale for the highly anticipated event at [www.caribbeanweek.ca](http://www.caribbeanweek.ca), or by calling (416) 935-0767.

A variety of the Caribbean's award-winning rums will be available for tasting in addition to rum cocktails served up by the region's top mixologists. The Festival will also feature mouth-watering cuisine by some of the Caribbean's most celebrated chefs, musical performances and a silent auction including "one of a kind" vacations to the Caribbean.

The silent auction will benefit the CTO Foundation, a charitable entity established by the Caribbean Tourism Organization (CTO) to provide opportunities for Caribbean nationals to pursue studies in the areas of tourism, hospitality and language training. The Foundation selects individuals who demonstrate high levels of achievement and leadership both within and outside the classroom and who express a strong interest in making a positive contribution to Caribbean tourism.

"The Caribbean Rum & Rhythm Festival is arguably the most anticipated event during Caribbean Week," said Hugh Riley, secretary general of the CTO. "It's an authentic opportunity to experience the Caribbean while here in Canada. Guests can taste rums imported directly from the region and sample fare from our celebrity chefs while dancing to the beats of Caribbean music."

Tickets are available for CAD \$55 per person and can be purchased online at Ticketweb.com and [www.caribbeanweek.ca](http://www.caribbeanweek.ca) or by calling (888) 222-6608. Admission includes six rum samples and one rum cocktail along with Caribbean food tastings. Guests must be at least 21 years of age for entrance to the Caribbean Rum & Rhythm Festival.

Caribbean Week in Canada 2009, held October 23 – November 1, 2009 is organized by the Caribbean Tourism Organization (CTO), and brings together influential policy makers, financial leaders, marketing professionals, and tourism industry officials to interact and discuss both tourism

and investment opportunities in the region. It also serves to provide a taste of the Caribbean to showcase its diversity and inspire travel.

For more information on Caribbean Week in Canada 2009, including the Caribbean's presence at the Montreal-based SITV consumer travel show, Toronto-based Press Conference, Media Marketplace and Awards Luncheon, Rum & Rhythm Festival, or the Caribbean's presence at Toronto's Zoomer consumer travel show, visit: [www.caribbeanweek.ca](http://www.caribbeanweek.ca), or call 416-935-0767 to speak to a representative from the Caribbean Tourism Organization (CTO).

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### CARIBBEAN TO HONOR TOP TRAVEL AGENT WITH ANDREW R. PARRIS AWARD DURING THIRD ANNUAL CARIBBEAN WEEK IN CANADA

TORONTO, September XX, 2009 – As part of the Caribbean Tourism Organization's (CTO) **Caribbean Week in Canada 2009** ([www.caribbeanweek.ca](http://www.caribbeanweek.ca)) October 23 – November 1, tourism officials, Caribbean tourism suppliers and the media will join in recognizing the contributions of the travel agent community during a special **Caribbean Awards Luncheon**. The travel agent who best exemplifies the qualities of passion and innovation in the field will be honored with the "Andrew R. Parris Award," an award inaugurated in 2008 in honor of the man who for many years represented the Caribbean with distinction in Canada. The Caribbean Awards Luncheon will be held on Friday, October 30 at the Fermenting Room in Toronto's Distillery District.

"Travel agents are the quarterbacks of our industry," says Hugh Riley. "They deliver key messages to travelers and rally the troops in the marketplace about the Caribbean region. It's also an honor to acknowledge Andy, who was truly dedicated to bringing the essence of a Caribbean vacation experience to the travel community across Canada."

Parris (1933-2008) left a legacy of service and professionalism of great significance to attendees of Caribbean Week in Canada. With a career spanning over 40 years in the Caribbean tourism industry, Parris worked diligently to educate, train and motivate travel professionals.

Submissions for this award, created by the CTO and supported by The RMR Group, are open to all IATA, CLIA, and ACTA appointed travel agents in Canada only. Nominations can be made by NTO's, Hoteliers, Tour Operators, Airlines, etc. Nominees will be considered by a panel of judges from the travel and hospitality industry and evaluated for their contributions to the Caribbean tourism industry and commitment to increasing tourism to the region. Submissions can be sent to [cto@voxtm.ca](mailto:cto@voxtm.ca), or via fax at (416) 935-0939, attention Andrew R. Parris Award. The deadline for submissions is Friday, October 2, 2009 at 5:00 p.m. EST; there is no fee for entering and no purchase is necessary.

Caribbean Week in Canada 2009 brings together the most influential policy makers, financial leaders, marketing professionals and tourism industry officials to interact and discuss both tourism and investment opportunities in the region. It also serves to provide a taste of the region to consumers to inspire travel and showcase its diversity. In addition to the Awards Luncheon, a variety of distinctive events highlighting the Caribbean experience will take place including a SITV Show in Montreal, Caribbean Media Marketplace, Rum & Rhythm Festival and a Zoomer Show.



For more information on Caribbean Week in Canada 2009 or to purchase tickets for the Rum & Rhythm Festival, visit: [www.caribbeanweek.ca](http://www.caribbeanweek.ca) or call 416-935-0707 to speak to a representative from the Caribbean Tourism Organization. To inquire about the SITV Show, visit [www.sitvcolmar.com/en](http://www.sitvcolmar.com/en); and for details on the Zoomer Show, visit [www.zoomershow.ca](http://www.zoomershow.ca).

## **SPONSORS**

Sponsors of this year's Caribbean Week in Canada include: Air Canada Vacations, Baxter, Big Bark Graphics, *Dreamscapes*, Occidental Hotels and Resorts, The RMR Group, *Toronto Star* and Travelwatch.

## **About the Caribbean Tourism Organization**

The Caribbean Tourism Organization (CTO), with the headquarters in Barbados and marketing operations in New York, London and Toronto, is the Caribbean's tourism development agency and comprises membership of over 30 governments and a myriad of private sector entities.

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*Media can also visit [www.louhammond.com](http://www.louhammond.com) for latest press releases and images. Follow on Twitter at LouHammondPR.*

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**TORONTO TO CELEBRATE CARIBBEAN SPIRIT AT 2<sup>nd</sup> ANNUAL RUM & RHYTHM FESTIVAL**

***Vibrant Caribbean Culture, Mixologists, Chefs and Music on Tap;  
Silent Auction to Benefit CTO Foundation***

TORONTO, Canada, October 20, 2009 – The sweet flavour of rum and the pulsating beat of island music will be on full display in Toronto during Caribbean Week in Canada's second annual Caribbean Rum & Rhythm Festival, Friday, October 30 from 6:00p.m.- 9:00pm at the Fermenting Cellar in Toronto's trendy Distillery District. Tickets are now on sale for the highly anticipated event at [www.caribbeanweek.ca](http://www.caribbeanweek.ca), or by calling (416) 935-0767.

A variety of the Caribbean's award-winning rums will be available for tasting in addition to rum cocktails served up by the region's top mixologists. The Festival will also feature mouth-watering cuisine by some of the Caribbean's most celebrated chefs, musical performances and a silent auction including "one of a kind" vacations to the Caribbean.

The silent auction will benefit the CTO Foundation, a charitable entity established by the Caribbean Tourism Organization (CTO) to provide opportunities for Caribbean nationals to pursue studies in the areas of tourism, hospitality and language training. The Foundation selects individuals who demonstrate high levels of achievement and leadership both within and outside the classroom and who express a strong interest in making a positive contribution to Caribbean tourism.

"The Caribbean Rum & Rhythm Festival is arguably the most anticipated event during Caribbean Week," said Hugh Riley, secretary general of the CTO. "It's an authentic opportunity to experience the Caribbean while here in Canada. Guests can taste rums imported directly from the region and sample fare from our celebrity chefs while dancing to the beats of Caribbean music."

Tickets are available for CAD \$55 per person and can be purchased online at [Ticketweb.com](http://Ticketweb.com) and [www.caribbeanweek.ca](http://www.caribbeanweek.ca) or by calling (888) 222-6608. Admission includes six rum samples and one rum cocktail along with Caribbean food tastings. Guests must be at least 21 years of age for entrance to the Caribbean Rum & Rhythm Festival.

Caribbean Week in Canada 2009, held October 23 – November 1, 2009 is organized by the Caribbean Tourism Organization (CTO), and brings together influential policy makers, financial leaders, marketing professionals, and tourism industry officials to interact and discuss both tourism

and investment opportunities in the region. It also serves to provide a taste of the Caribbean to showcase its diversity and inspire travel.

For more information on Caribbean Week in Canada 2009, including the Caribbean's presence at the Montreal-based SITV consumer travel show, Toronto-based Press Conference, Media Marketplace and Awards Luncheon, Rum & Rhythm Festival, or the Caribbean's presence at Toronto's Zoomer consumer travel show, visit: [www.caribbeanweek.ca](http://www.caribbeanweek.ca), or call 416-935-0767 to speak to a representative from the Caribbean Tourism Organization (CTO).

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**THE CARIBBEAN RETURNS TO CANADA THIS FALL DURING THIRD ANNUAL CARIBBEAN WEEK, OCTOBER 23 – NOVEMBER 1, 2009**

*Montreal and Toronto Play Host to Country Leaders, Chefs, Entertainers and More*

TORONTO, September 15, 2009 – Canadians will find a taste of the Caribbean in Toronto and Montreal this fall when **Caribbean Week in Canada** ([www.caribbeanweek.ca](http://www.caribbeanweek.ca)) returns for its third year, October 23 – November 1, 2009. Organized by the Caribbean Tourism Organization (CTO), Caribbean Week in Canada brings together influential policy makers, financial leaders, marketing professionals, and tourism industry officials to interact and discuss both tourism and investment opportunities in the region. It also serves to provide a taste of the Caribbean to showcase its diversity and inspire travel.

“We’re thrilled to return to Canada for our third year to show our appreciation to this ever-important tourism market,” said Hugh Riley, secretary general of the Caribbean Tourism Organization (CTO). “This year’s program will engage consumers, the Diaspora community, trade professionals, meeting planners, and media by providing valuable destination information through a number of events in Toronto and Montreal.”

The Caribbean Week in Canada 2009 schedule includes:

**MONTREAL:**

**October 23-25, 2009**

**SITV Show in Montreal:** Known as the largest consumer travel show in Canada, this event will take place at the Place Bonaventure. In 2008, the show attracted over 35,000 visitors. For the first time ever, the CTO will coordinate a Caribbean Pavilion for the Show to highlight the vacation experiences available throughout the Region.

**TORONTO:**

**October 30, 2009**

**Press Conference:** On Friday, October 30 from 10:00 – 11:00 a.m., CTO representatives will brief the media on initiatives the Region is taking to attract tourism from Canada and provide an update on the state of the Caribbean tourism industry. The briefing will be held at the Thompson Landry Gallery in the Distillery District.

**Caribbean Media Marketplace:** From 11:00 a.m. – 12:30 p.m. immediately following the press conference, the media are invited to have one-on-one interactions with tourism officials, hotels, tour operators and airline representatives to gain valuable product information about the Caribbean. Media Marketplace will take place in the Fermenting Cellar in the Distillery District, known as one of the most remarkable venues in Canada.

**Caribbean Awards Luncheon:** Attended by Ministers and Commissioners of Tourism as well as award-winning media and leaders of the travel agency community, this luncheon serves to recognize Canadian-based consumer and trade media that have captured the essence of the Caribbean in their storytelling. It

also honors a member of the travel agent community who has made outstanding contributions to the Region. This ticketed and by invitation only event will be hosted at the Fermenting Cellar in the Distillery District.

**Rum & Rhythm Festival:** In celebration of the Caribbean's award-winning rums, Caribbean Week will feature this second annual event from 6:00 – 9:00 p.m. also at the Fermenting Cellar in Toronto's trendy Distillery District. The ticketed event will include a sampling of premium Caribbean rums and rum cocktails showcased by master distillers, celebrity chefs and mixologists, traditional Caribbean hospitality, musical performances and a silent auction including "one of a kind" vacations to the Caribbean. All guests must be at least 21 years of age.

### **October 31 – November 1, 2009**

**Zoomer Show:** The Zoomer Show is Toronto's first consumer show dedicated to ZOOMERS, the demographic traditionally known as the 50 plus. From 9:00 a.m. – 5:00 p.m. at the Direct Energy Centre, more than 200 exhibitors will offer travel and product information. Also a first for the event will be an on-site Caribbean Pavilion, coordinated on behalf of the CTO. Attendance for this event is expected to be over 20,000 visitors.

For more information on Caribbean Week in Canada 2009 or to purchase tickets for the Rum & Rhythm Festival, visit: [www.caribbeanweek.ca](http://www.caribbeanweek.ca) or call 416-935-0767 to speak to a representative from the Caribbean Tourism Organization. To inquire about the SITV Show, visit [www.sitvcolmar.com/en](http://www.sitvcolmar.com/en); and for details on the Zoomer Show, visit [www.zoomershow.ca](http://www.zoomershow.ca).

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**THE CARIBBEAN TOURISM ORGANIZATION JOINS FORCES WITH VOLLEYBALL VACATIONS TO BRING CHAMPIONSHIP VOLLEYBALL AND CELEBRITY ATHLETES TO TURKS & CAICOS, NOVEMBER 7-21, 2009**

NEW YORK, November 3, 2009 – For the third consecutive year, the Caribbean Tourism Organization (CTO), will bring championship volleyball to the Caribbean, showcasing the skills of Olympic and pro players and coaches during *GObeachfest* 2009. Organized by Volleyball Vacations, *GObeachfest* will take place at Club Med Turquoise located in Providenciales, Turks & Caicos, from November 7-21. The star-studded matches will feature Olympic champions including 2008 Olympic Gold Medalist Phil Dalhausser and 2008 Olympian Sean Rosenthal.

“Beach volleyball is a popular sport in the Caribbean and we are ecstatic to host such high caliber volleyball players in our Region,” said Sylma Brown, Director of Marketing (Ag.) of the Caribbean Tourism Organization. “The sports tourism industry has been a driving factor in boosting arrivals to the Caribbean, so we’d like to continue to host key events such as this to support the interests of these travelers.”

*GObeachfest* is designed as a full athletic retreat and destination vacation targeting sports enthusiasts who want to train and network with pro athletes. The event will offer all of the amenities of a beach resort vacation with the addition of world-class athletic training and socializing with people of similar interests. Pro athletes from many disciplines and backgrounds will offer daily training sessions to attendees in addition to participating in the volleyball tournaments.

“The goal is to provide our participants with the opportunity to meet new friends from all over the world in a beautiful setting,” said Albert Hannemann, founder and CEO of Volleyball Vacations and *GObeachfest*. “This itinerary is not just for volleyball enthusiasts, but also for anyone who wants to learn sports from the best coaches in the world and enjoy theme parties, world class DJ’s and listen to live bands during the action-packed nightly entertainment.”

**The 2009 *GObeachfest* will feature the following pro athletes and trainers:**

**Albert Hannemann** - Director of the 2009 AVP VIP Fan Experience, Director of the AVP Juniors Camps and Clinics, Olympic Festival Gold Medalist and founder and CEO of Volleyball Vacations and *GObeachfest*

**Kim Lyons** – Celebrity Trainer, Fitness Pro, Celebrity Trainer on NBC’s “The Biggest Loser,” Author *Your Body, Your Life*

**Matt Olson** – Association of Volleyball Professionals (AVP) Pro, winner of the 2008 Belmar, NJ AVP Open, 2x National Club Champion at UofA, Ranked 4<sup>th</sup> on the AVP tour



**Sean Rosenthal, 2008 Olympian** - AVP Tour Champion, AVP Best Defensive Player, FIVB Top Rookie, AVP Best Server

**Gunter Schlierkamp** – Mr. Universe, Bodybuilding Pro, Professional bodybuilder, Actor and Fitness Celebrity

**Francisco Escudero** - Sky Banditz Kite-boarding Pro, Founder SkyBAnditz Kite-boarding Center, Florida Kitesurfing Association North Miami Beach

**Eric 'T-Bones' Masson** – Beach Volleyball Pro, Level 3 Certified Coach in Canada, Level 2-3 Master Leaning Facilitation, Olympic team Canada Coach on the FIVB World Tour

**Sin Jin Smith** – AVP Legend, Beach Volleyball Pro, original "King of the Beach", 11 international & World Championships, 1<sup>st</sup> Player to reach 100 career open victories, 1<sup>st</sup> US team to qualify for the 1996 Atlanta Olympics, UCLA Sports Hall of Fame

**Tarin Keith** - Association of Volleyball Professionals (AVP) Pro, Owner of Visionary Essence

**TY Loomis** - Association of Volleyball Professionals (AVP) Pro, 2009 AVP Crocs Tour Champion, Australian Pro Tour Champion

Turks & Caicos is an easily accessible Caribbean destination. Flights are offered from major cities including Atlanta, Boston, Miami, Newark, and New York City. For additional information, please visit [www.Gobeachfest.com](http://www.Gobeachfest.com). For more information about the Caribbean Tourism Organization, please visit [www.onecaribbean.org](http://www.onecaribbean.org).

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**MEMBERS OF THE CANADIAN MEDIA AND TRAVEL AGENT COMMUNITY HONOURED  
AT THE CARIBBEAN AWARDS LUNCHEON DURING CARIBBEAN WEEK IN CANADA**

TORONTO, Canada, November 2, 2009 – The Caribbean Tourism Organization once again paid tribute to the Canadian media and travel agent community during a special Caribbean Awards Luncheon as part of the third annual Caribbean Week in Canada ([www.caribbeanweek.ca](http://www.caribbeanweek.ca)).

Silvija Smith, a talented travel agent with Beechwood Travel & Cruise, was honoured with the “Andrew R. Parris Award.” The award, affectionately dubbed “The Andy” was named in memory of Mr. Parris and his illustrious career promoting the Caribbean tourism industry in Canada with distinction. The award was presented today at the Fermenting Cellar in Toronto’s historic Distillery District by Dale Pusching, Director of Sales, Canada, for Anguilla in the presence of Mr. Parris’s widow.

“Silvija Smith embodies the spirit of Andy Parris in her dedication to sharing the Caribbean experience with Canadian consumers and the travel industry across the country,” said Hugh Riley, secretary general of the Caribbean Tourism Organization (CTO). “Now more than ever the Caribbean needs advocates such as Silvija Smith and we are so proud of her efforts to raise awareness for our region.”

Silvija Smith was chosen by a panel of industry judges from a pool of applicants nominated by National Tourist Offices across Canada and assessed based on the creativity and innovation of their travel programme. In addition to the award, Silvija Smith was presented with a Caribbean getaway to Puerto Rico with accommodations provided by the Verdanza Hotel.

Tourism officials, Caribbean tourism suppliers and the media were in attendance at the Caribbean Awards Luncheon, where they also recognized some of the leading journalists in the Canadian media. Winners included: Janie Robinson for “Special Delivery Via The Mail Boat” in the *Toronto Star* – Best Newspaper Feature; Mark Stevens for “The Look of Love” in *Dreamscapes* magazine – Best Magazine Feature; Melanie Reffes for “Unspoiled Splendour” in *Canadian Traveller* – Best Trade Feature; Ron & Barbara Kroll for “Barbados Atlantis Submarine Tour” on Krolltravel.com – Best Online Feature; eTalk for “Canada’s Next Top Model in the Bahamas” – Best Broadcast Feature; and Michael DeFreitas for “Bonaire” in *Diver Magazine* – Best Photograph. Mark Stevens was also awarded “Best in Show” for the second consecutive year for his *Dreamscapes* feature. He also received a Caribbean getaway to Puerto Rico and the Verdanza Hotel for his efforts.

Caribbean Week in Canada brings together the most influential policy makers, financial leaders, marketing professionals and tourism industry officials to interact and discuss both tourism and investment opportunities in the region. It also serves to provide a taste of the region to consumers to inspire travel and showcase its diversity. In addition to the Awards Luncheon, a variety of distinctive events highlighting the Caribbean experience took place including a Media Marketplace and Caribbean Rum & Rhythm Festival.

Caribbean Week in Canada culminates October 31 – November 1 with the region's presence at Toronto's Zoomer Show, the city's first-ever consumer show dedicated to the demographic traditionally known as the 50-plus. The on-site Caribbean Pavilion, coordinated on behalf of the CTO, is expected to help the region interact with more than 20,000 visitors. For details on the Zoomer Show, visit [www.zoomershow.ca](http://www.zoomershow.ca).

For more information on Caribbean Week in Canada 2009 visit: [www.caribbeanweek.ca](http://www.caribbeanweek.ca) or call 416-935-0767 to speak to a representative from the Caribbean Tourism Organization.

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